



Request for Proposals: Website Development for Adirondack Diversity Initiative (ADI)

General Information

Organization: Adirondack Diversity Initiative (ADI) and its host organization, Adirondack North Country Association (ANCA)

Proposal Due Date: October 9, 2026

Proposed Contract Term: November 2026 to February 2027

Available Funding: Up to \$25,000 for website development services

Contact: Melanie Reading, ADI Deputy Director, mreading@adirondack.org

Summary of Opportunity

ADI/ANCA is seeking to retain a Website Developer (WD) to upgrade ADI's website- <https://www.diversityadk.org>. The new website will provide an end-user experience that is easy to navigate and consistent with ADI's marketing materials.

The website will utilize an intuitive and user-friendly interface that enables ADI staff and/or its marketing contractors to readily provide layout and content updates. The finished website will enhance ADI's marketing efforts and digital presence and thus aid in engaging and educating the broader community about ADI's organizational vision and programs and providing our constituents easy access to a growing number of program-specific resources.

Organizational Background

[Adirondack Diversity Initiative \(ADI\)](#): ADI exists at the intersection of environmental and transformational justice, working to make the Adirondacks a more welcoming and inclusive place for residents and visitors while ensuring a vital and sustainable Adirondack Park for future generations. As home to the ADI team, ANCA supports the Initiative's growth and works closely with ADI staff to center diversity, equity, inclusion and belonging throughout our work across all of our program areas.

[Adirondack North Country Association \(ANCA\)](#): ANCA is a regional nonprofit and economic hub building shared prosperity across northern New York. Focused on small businesses, climate & energy, local food systems, and welcoming & belonging, ANCA works to ensure the long-term viability of the North Country, empowering individual wellbeing, economic strength, and regional stewardship. ANCA works with individuals, groups, and communities across 14 counties to navigate resources, cultivate networks, generate economic and community solutions, build shared capacity, and shape region-boosting narratives.

Project Overview

The Website Developer will assess ADI's existing website's digital footprint, provide a clear vision for an improved site, and implement the desired improvements, which may include changing the website platform away from WIX. As a regional program with a broad geographic range, a wide variety of projects and services and a diverse audience of members, communities, donors and elected officials, we require a website that is easy to access and navigate and that connects viewers with the information they need. The site must also comply with the ADA and other relevant requirements.

Specifically, we require a website that:

- Inspires confidence in ADI and reinforces our reputation for excellence
- Provides visitors with intuitive access to resources and program information that they can use
- Increases engagement, including newsletter signups and membership/donations
- Meets technical needs, including excellent accessibility, effective analytics and an easy to manage interface for updates and maintenance.

The anticipated start date of the work is November 2026. The project's expected end date is February 2027.

Overview of Work

- In coordination with ADI staff, review available analytics, identify and assess shortfalls of the existing website in engaging constituents, and develop goals for improved web presence, including the new Google web pages in use.
- Create a successful design concept and plan for a new website that intuitively connects visitors with desired program content and resources; is clean, elegant and visually engaging; makes it easy to sign up for the newsletter and seamlessly integrates membership/fundraising options
- Build out web pages and templates based on approved design concept and plan
- Ensure that the finished product is easy to navigate on both the public-facing and back-end interfaces
- Provide technical support to ADI staff regarding site navigation and updates

Scope of Work

A: Website Assessment and Website Plan

The WD shall:

- Assess ADI's existing website and generate a clear and concise written website plan for approval that will effectively implement outreach strategies, including plans for integrating Google web pages, so everything is in one place

- Meet with ADI staff to review ADI's existing brand identity – and needed alignments with ANCA's overarching brand standards – and graphic elements and make recommendations regarding their use in the upgraded website
- Meet with ADI staff to review the website plan and develop goals and outcomes for the new website, including project resources, newsletter signups, event registration and membership
- Provide recommendations, based on best practices, goals and desired outcomes, for an appropriate platform that is compliant with ADA and other relevant standards

B: Website Development

The WD shall:

- Build website and related resources based on the approved website plan
- Provide technical services, including but not limited to website architecture, SEO copywriting and optimization, user experience testing, homepage interaction, analytics integration, customer service interaction, site maintenance and hosting, and website accessibility
- Provide comprehensive training to ADI staff in utilizing the platform, adding and managing content, including but not limited to pages, images, videos, events and signups

C: Technical Support

The WD shall:

- Track and analyze website analytics and adapt website as needed in consultation with ADI staff
- Provide a cost estimate for ongoing management and maintenance of ADI's website infrastructure beyond the completion of services defined in this proposal

Respondent qualifications

Respondents should submit a (PDF preferred) proposal that includes the following:

- Please provide a proposal that addresses each section of the scope of work indicated (Sections A-C), detailing relevant experience in the subject matter, the deliverables and the preferred style and approach to brand and website development.
- In addition to addressing the scope of work, proposals should include a copy of the WD's resume or CV.
- Finally, a written statement acknowledging that the applicant understands they will be expected to sign a mutual agreement on core policies, such as Equal Opportunity, Harassment and Diversity, upon selection.
- In addition, please consider attaching any current statements or descriptions of programs that demonstrate you are addressing equity in your work and your understanding and commitment to ADI's mission.

Selection Criteria

ADI/ANCA will select the most highly qualified individual/firm according to the following criteria:

- Familiarity with and/or commitment to ADI's mission and approach, and to the Adirondack North Country region
- Demonstrates experience, staff, and capacity to complete the project on time and on budget
- Presents a cost-effective and complete budget to deliver all scope of work (Sections A–C) within the proposed contract term
- Shows relevant technical expertise in website development, ADA/accessibility compliance, and platform migration (e.g., moving away from WIX)
- Can deliver a user-friendly platform and comprehensive staff training so ADI can independently manage content (pages, images, videos, events, signups) without specialized technical skills.

Submission Instructions

Please submit proposals electronically (PDF format preferred) to mreding@adirondack.org no later than October 9, 2026. Questions regarding this RFP may be directed to the same email address, no calls please. All contractors who submitted proposals will be notified of the selection results by October 31st, 2026.

Additional Information

ANCA and ADI reserve the right to accept or reject any and all proposals, to request additional information, and to modify the budget and timeline as needed. Submission of a proposal does not obligate ANCA and ADI to award a contract. We will respond to all respondents, but cannot provide feedback on unsuccessful proposals.

This RFP serves to solicit proposals for a contracted consultant and does not constitute employment or any application for pay, benefits, insurance, policies, etc.

We strongly encourage proposals from individuals and firms that reflect the communities we serve and that bring lived experience alongside professional expertise, including Disadvantaged Business Enterprises (DBEs).